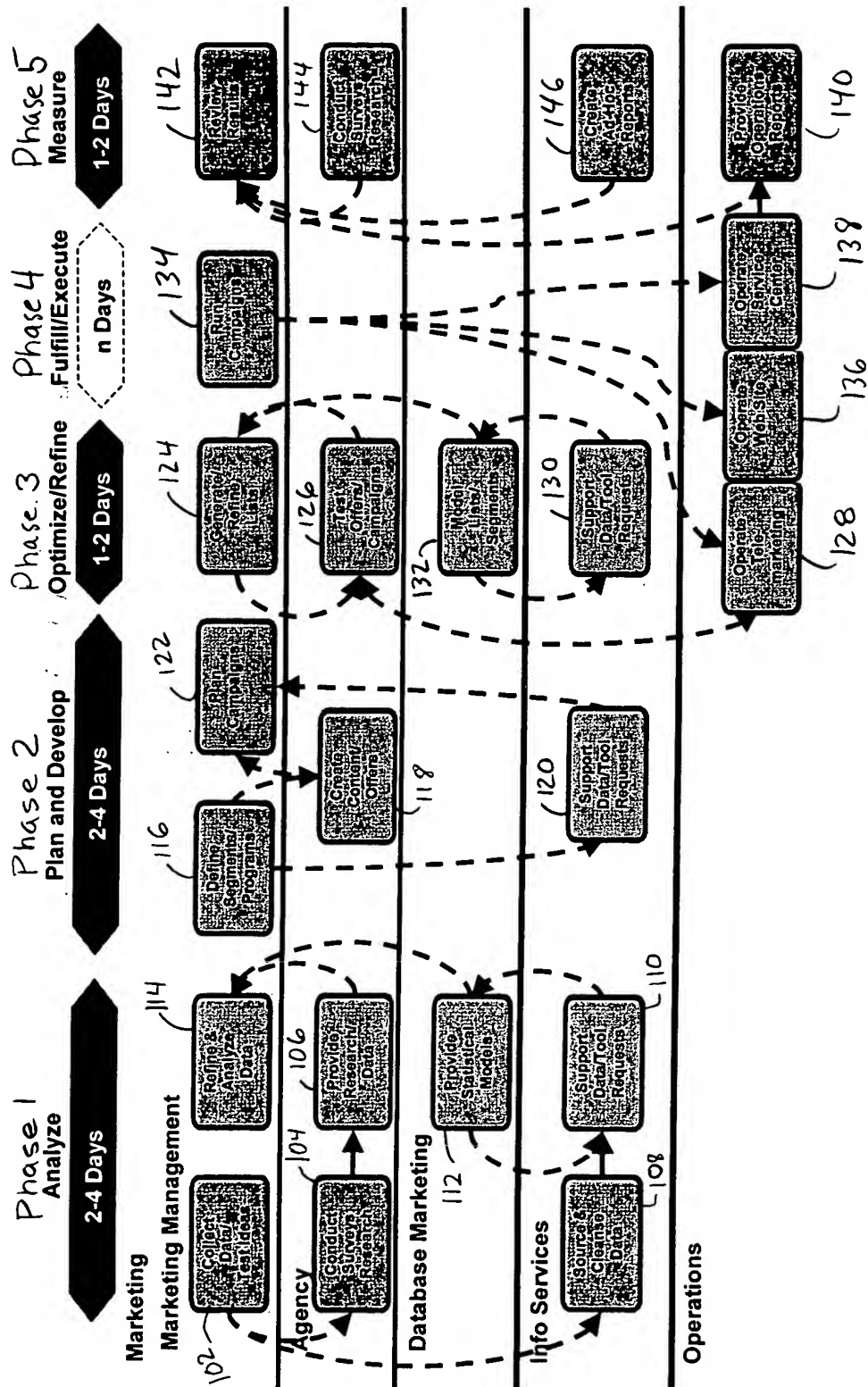


FIG. 2



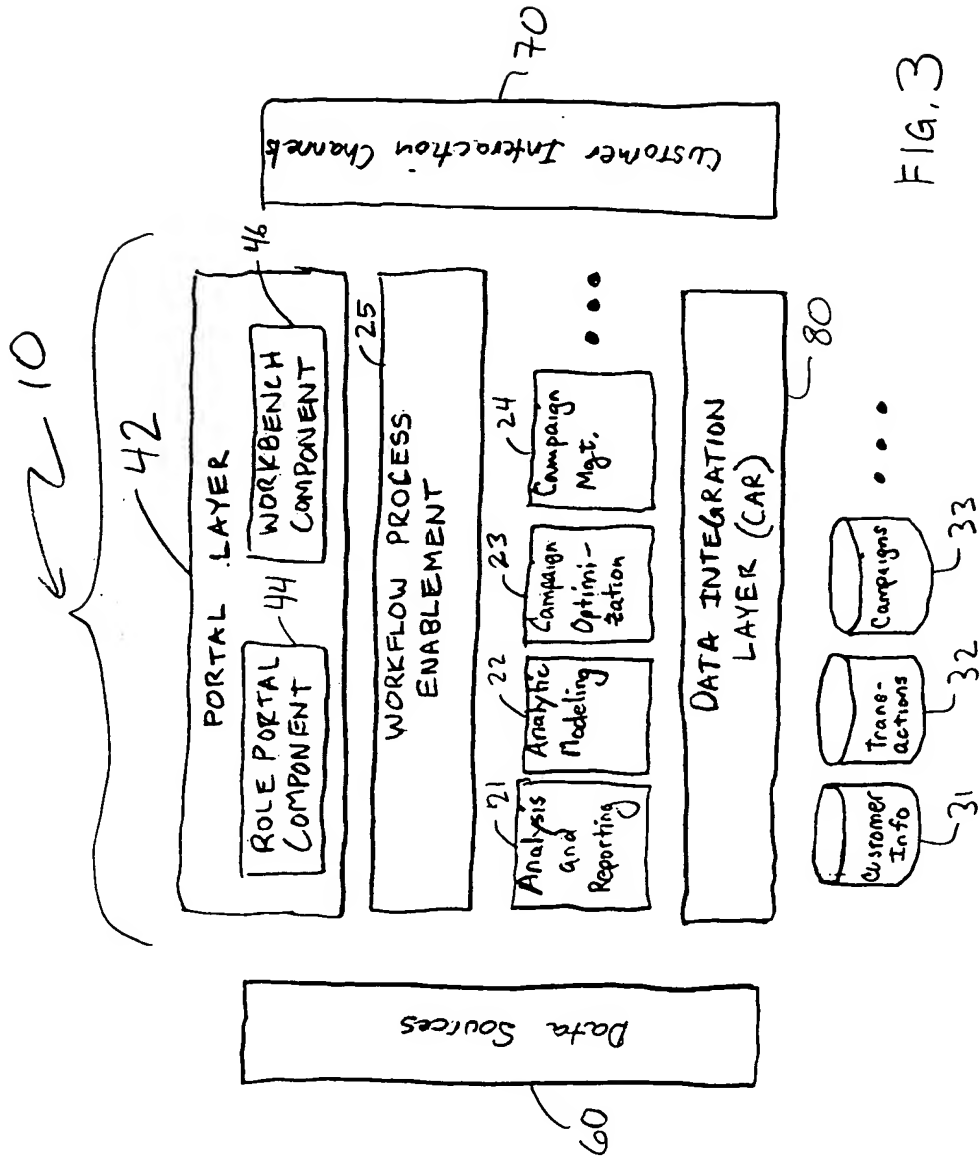
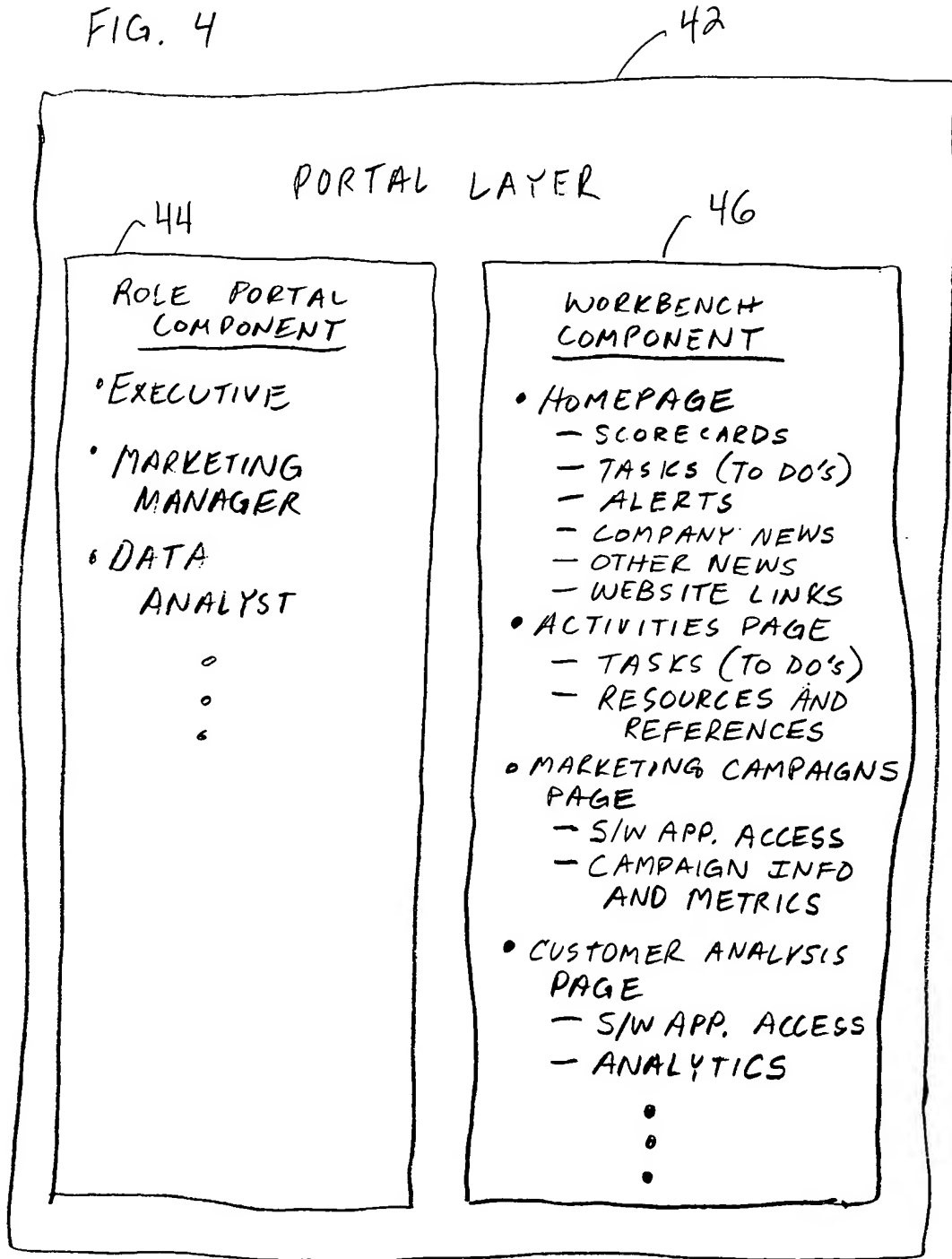
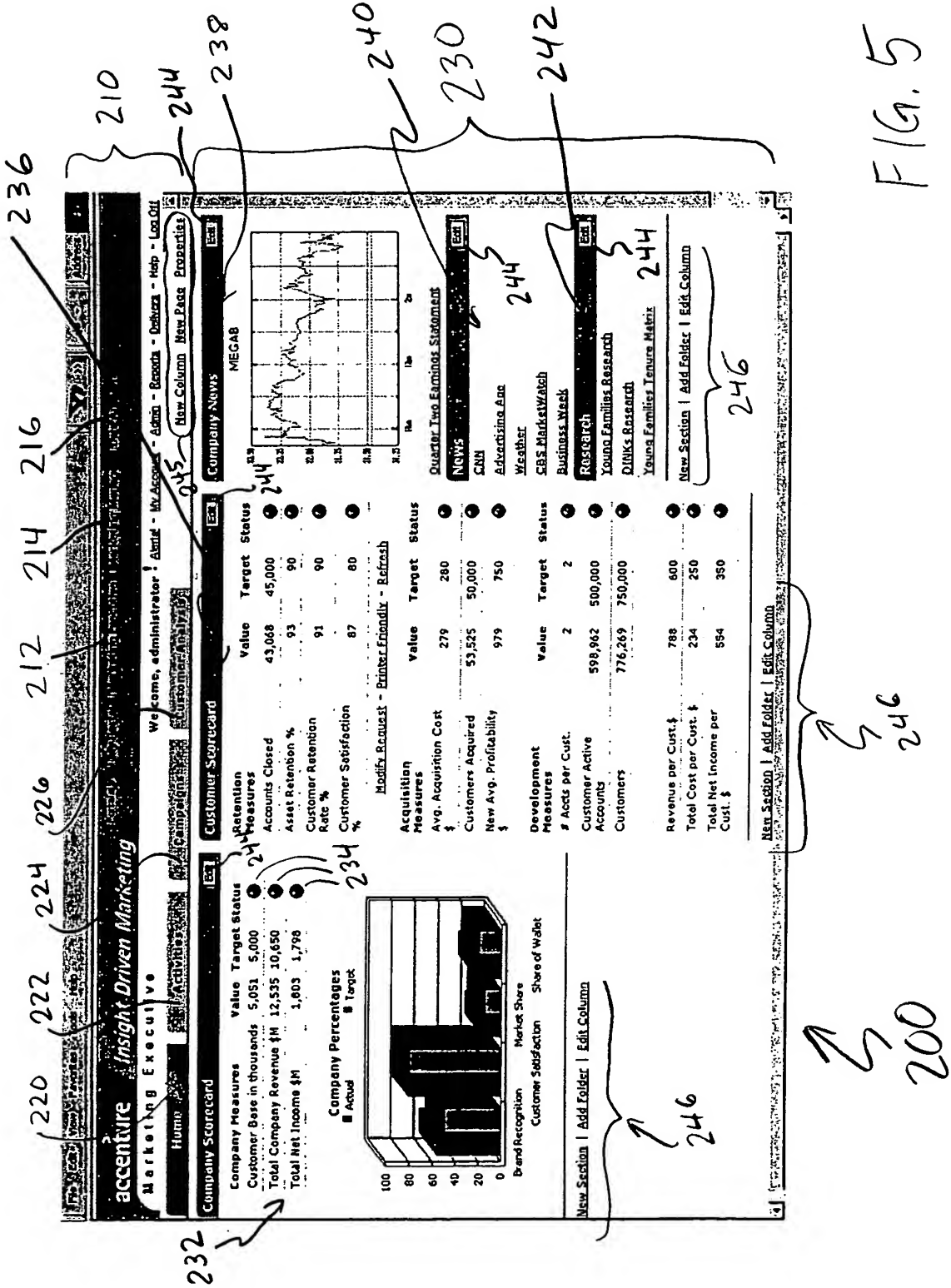


FIG. 3

FIG. 4

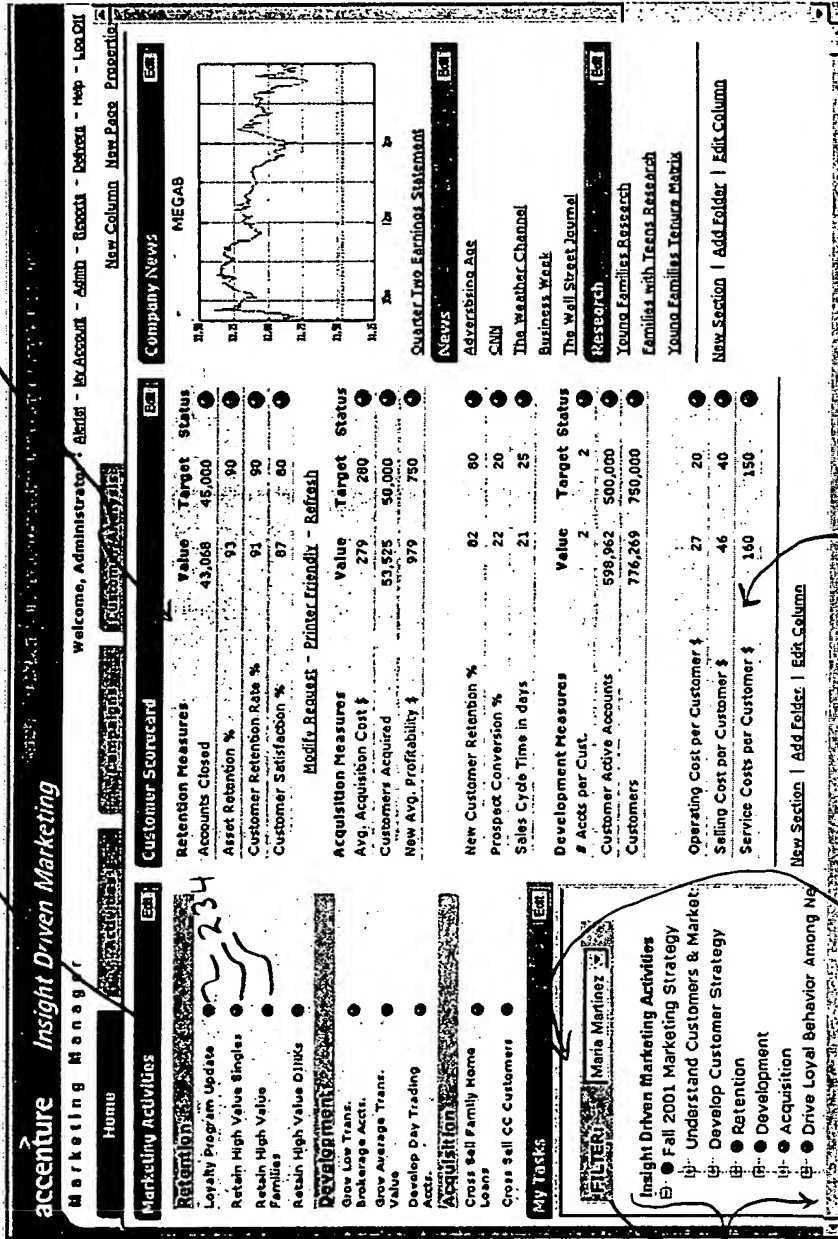




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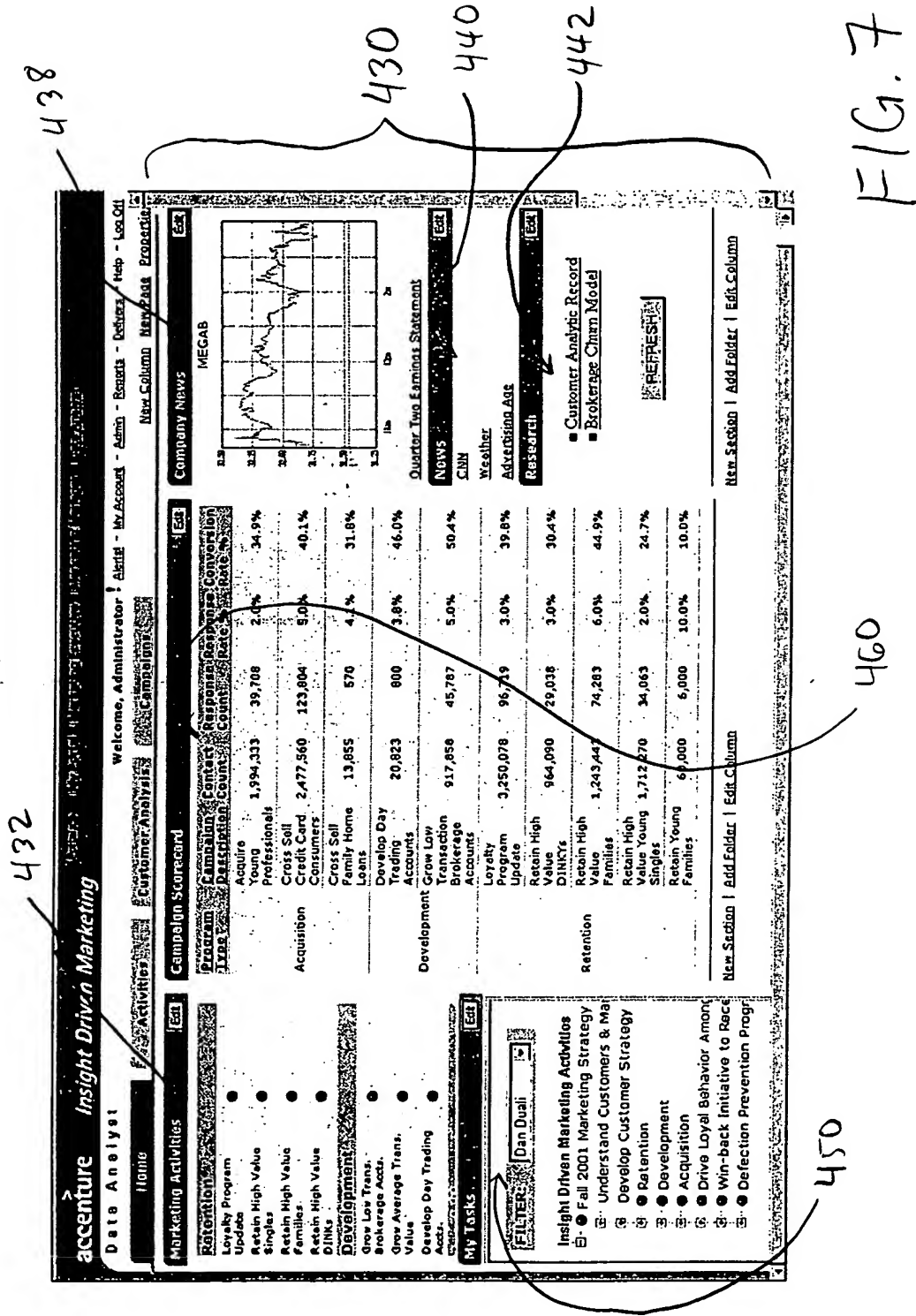
332



350

356

FIG. 6



Task Details

FILTER: **Marie Martinez**

- **Insight Driven Marketing Activities**
- **Fall 2001 Marketing Strategy**
- **Understand Customers & Markets**
- **Develop Customer Strategy**
- **Retention**
- **Development**
- **Acquisition**
- **Drive Loyal Behavior Among Newly Acquired Customers**
- **win-back Initiative to Recent Defectors**
- **Defection Prevention Program**
- **Inside Program**
- **Articulate Customer Strategy**

Task Details

Assignee	Marketing Campaign Manager
Mania Martinez	Marketing Campaign Manager

Phone Number: (612)277-8778

Work Item: **Initiate Program**

Status: **Impacted;**

Date Assigned 20-Jul-01

Date Due: 25-Jul-01

Input Forms:	Description:
<p>To start a new program strategy process, open the attached form and enter an identifying name for this process. This name will be used to maintain relationships later on in the process (85).</p>	

Actions

Continue

Figure 1. The effect of the concentration of the Pb^{2+} ions on the adsorption of Pb^{2+} ions by the $\text{Fe}_3\text{O}_4/\text{PAA}$ composite. The concentration of the $\text{Fe}_3\text{O}_4/\text{PAA}$ composite was 0.5 g/L, the pH was 5.0, the adsorption time was 24 h, and the temperature was 25 °C.

Online Reference

R09 Company Assessment-KPI report.doc

R20b Objectives Memo.doc

ВНЕШНЕЭКОНОМИЧЕСКИЕ СВЯЗИ

095

530

Fig. 8

565

554

670

660 - 672

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Marketing Executive

Welcome, Administrator! [Edit](#) | [My Account](#) | [Admin](#) | [Reports](#) | [Details](#) | [Help](#) | [Log Out](#)

Campaigns

New Column New Page Properties

Active Campaigns

1 Edit

Program Type	Campaign Description	Est. ROI	Status
Acquisition	Acquire Young Professionals	8.15%	8.00%
	Cross Sell Credit Card Consumers	8.70%	8.00%
	Cross Sell Family Home Loans	13.09%	12.80%
	Develop Day Trading Accounts	10.05%	10.00%
Development	Grow Average Transaction Value	10.70%	10.20%
	Grow Low Transaction Brokerage Accounts	16.20%	15.00%
	Loyalty Program Update	9.90%	8.50%
	Retain High Value DINKs	10.80%	9.50%
Retention	Retain High Value Empty Nesters	12.43%	12.25%
	Retain High Value Families	11.90%	11.30%
	Retain High Value Young Singles	14.10%	14.00%
	Retain Young		

Campaign Selection Criteria

1 Edit

Promo Type	Promo Description	Channel	Promo Date
(All Choices)	(All Choices)	(All Choices)	(All Choices)

Campaign History

1 Edit

Program Type	Campaign Description	Contact Count	Response Count	Response Rate %	Purchase Rate %	Conversion Rate %
Acquisition	Acquire Young Professionals	1,994,333	39,708	2.0%	0.7%	34.9%
	Cross Sell Credit Card Consumers	2,477,560	123,804	5.0%	2.0%	40.1%
	Cross Sell Family Home Loans	13,855	570	4.1%	1.3%	31.6%
	Develop Day Trading Accounts	20,823	800	3.8%	1.8%	46.0%
Development	Grow Low Transaction Brokerage Accounts	917,858	45,787	5.0%	2.5%	50.4%
	Loyalty Program Update	3,250,078	96,719	3.0%	1.2%	39.8%
	Retain High Value DINKs	964,090	29,038	3.0%	0.9%	30.4%
	Retain High Value Families	1,243,443	74,283	6.0%	2.7%	44.9%
Retention	Retain High Value Young Singles	1,712,270	34,063	2.0%	0.5%	24.7%
	Retain Young Families	60,000	6,000	10.0%	1.0%	10.0%
	Retain High Value Empty Nesters					
	Retain High Value Young Singles					

Modify Request - Printer Friendly - Refresh - Download Data

New Section | Add Folder | Edit Column

630

FIG. 9

277-095

730.

Fig. 10

[illegible]

876

882

878

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886

830

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Insight Driven Marketing

Data Analyst

Welcome, administrator

Admin - My Account - Admin - Reports - Details - Help - Log Out

Home

Activities

Customer Analysis

Campaigns

New Column

New Page

Properties

Date Mining Applications

Launch Analytics Modeling Tool

Add an Analytical Report

Please enter only the name of the folder of the Analytical Report that was created (*Required Field)

Rename or Delete a link.

*Folder Name:

Folder Alias:

(If you would like to enter a more descriptive text for the link name)

Key Metrics

Demographics

Psychographics

Customers by Segment

Segment Overview

Segment	Total Products	Products per Customer	Total Assets	Profitability
Drinks	1,775,053	2.30	\$9,514,896,366	\$371,819,000
Empty Nesters	2,681,563	2.55	\$55,220,791,311	\$309,959,230
Families with Teens	2,401,192	2.40	\$26,206,477,568	\$349,602,730
Retired	2,781,498	2.78	\$88,686,516,090	\$245,735,795
Young Families	1,680,537	2.24	\$9,442,830,751	\$457,661,740
Young Singles	825,345	1.65	\$954,138,771	\$74,439,790

Segment	Average Age	Average Income	Average Family Size	Married %	Male %
Drinks	30.5	\$60,012	1.5	40.0%	55.1%
Empty Nesters	55.5	\$70,021	1.5	80.1%	45.0%
Families with Teens	46.5	\$65,023	3.5	90.0%	51.1%
Retired	79.5	\$45,028	1.5	80.1%	45.1%
Young Families	38.5	\$50,013	2.5	70.1%	52.1%
Young Singles	24.2	\$40,018	0.5	0.0%	65.1%

Segment	Fitness	Outdoor	Travel	Domestic	Cultural	Bluechip	DIY	Technology
Drinks	30.0%	29.9%	30.0%	10.0%	10.0%	40.0%	5.0%	29.9%
Empty Nesters	5.0%	20.0%	5.0%	25.0%	25.0%	10.0%	30.0%	4.9%
Families with Teens	10.0%	25.0%	10.0%	20.0%	20.0%	20.0%	20.0%	9.9%
Retired	5.0%	10.0%	5.0%	30.0%	30.1%	15.0%	15.0%	4.9%
Young Families	20.0%	29.9%	20.0%	15.0%	15.0%	30.0%	10.0%	19.9%

Customers by Segment

Segment Overview

Drinks

Empty Nesters

Families with Teens

Retired

Young Families

Young Singles

24.2%

29.9%

10.0%

7.8%

15.0%

11.1%

FIG. 11

MARKETING EXECUTIVE
INSIGHT DRIVEN MARKETING
CUSTOMER ANALYSIS
NEW COLUMN NEW PAGE PRODUCTIONS

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Insight Driven Marketing

Marketing Executive

Welcome, Administrator! Add - My Account - Admin - Reports - Orders - Help - Log Out

Customer Analysis

Segment Overview

Customers by Segment

Key Metrics

Demographics

Psychographics

980

982

984

986

988

Lifestage Segment	Consumer Count
DINKS	167,483
Empty Nesters	83,978
Families with Teens	119,638
Retired	60,314
Young Families	225,236
Young Singles	99,620
Grand Total	776,269

Lifestage Segment	Total Product Count	Products per Customer	Total Assets	Total Profitability
DINKS	1,702,810	2.27	\$9,514,896,366	\$371,519,000
Empty Nesters	2,689,965	2.56	\$55,220,791,311	\$309,359,230
Families with Teens	2,403,706	2.40	\$26,206,477,568	\$348,602,730
Retired	2,797,919	2.00	\$88,686,516,090	\$245,735,795
Young Families	1,633,923	2.18	\$9,442,830,751	\$457,661,740
Young Singles	811,436	1.62	\$954,138,771	\$74,439,790

Lifestage Segment	Average Age	Average Income	Average Family Size	% Married	% Male
DINKS	30.5	\$60,012	1.5	40.0%	55.1%
Empty Nesters	55.5	\$70,021	1.5	80.1%	45.0%
Families with Teens	46.8	\$65,023	3.5	90.0%	51.1%
Retired	79.5	\$45,028	1.5	80.1%	45.1%
Young Families	38.5	\$50,013	2.5	70.1%	52.1%
Young Singles	24.2	\$40,048	0.5	0.0%	65.1%

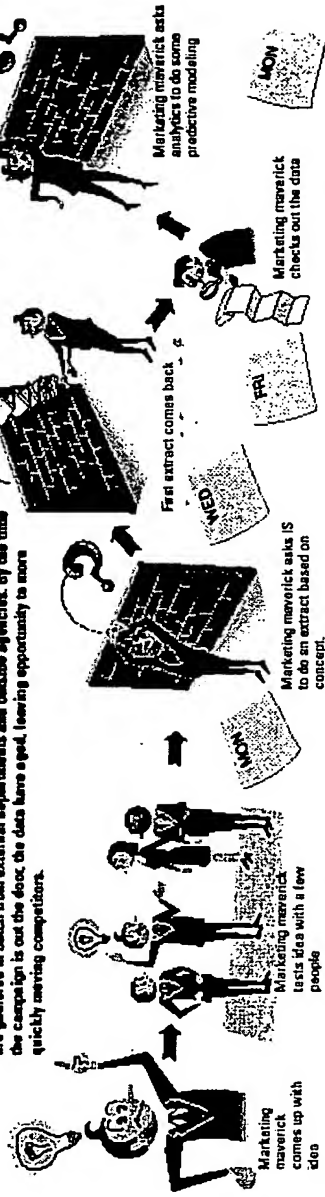
Lifestage Segment	% Fitness	% Outdoors	% Travel	% Domestic	% Cultural	% Bluechip	% DIY	% Technology
DINKS	30.0%	29.9%	30.0%	10.0%	10.0%	40.0%	5.0%	29.9%
Empty Nesters	5.0%	20.0%	5.0%	25.0%	25.0%	10.0%	30.0%	4.9%
Families with Teens	10.0%	25.0%	10.0%	20.0%	20.0%	20.0%	20.0%	9.9%
Retired	5.0%	10.0%	5.0%	30.0%	30.1%	15.0%	15.0%	4.9%
Young Families	20.0%	29.9%	20.0%	15.0%	15.0%	30.0%	10.0%	19.9%
Young Singles	40.0%	20.0%	40.0%	10.1%	10.0%	30.1%	5.0%	29.8%

FIG. 12

FIG. 13A

ANATOMY OF A MARKETING CAMPAIGN: THEN AND NOW **26 WEEKS VS. 26 MINUTES**

26 Weeks: For many companies today, moving from marketing ideas to campaign execution is a long, laborious series of steps. Collaboration is hindered by functional silos. Data are gathered in batches from external departments and outside agencies. By the time the campaign is out the door, the data have a good, leaving opportunity to more quickly moving competitors.



26 Minutes: Gathered in a quality circle, the cross-functional marketing team views analysis of real-time data, brainstorm ideas, and assigns responsibilities. With integrated tools and data at their fingertips, they are able to move quickly, employing technology to integrate customer data, content, and fulfillment to deliver the marketing campaign—getting it right the first time.

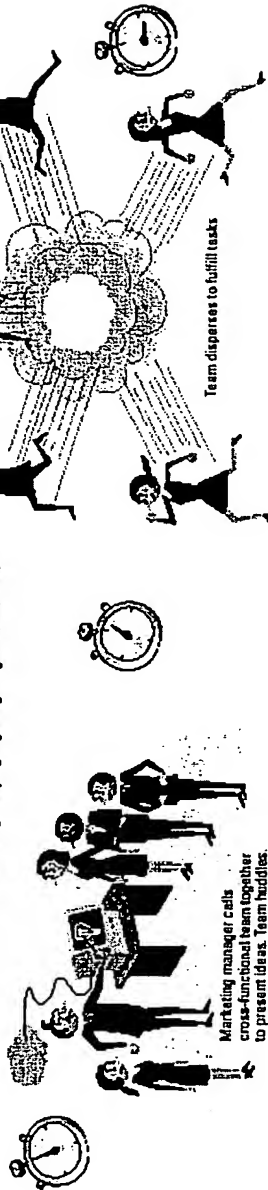


FIG. 13B

